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FASHION EDITS INSTANTLY CONNECTS RETAILERS WITH DESIGNERS

The Fashion Industry's Solution to Improved Merchandising and Sales

New York, NY — With niche boutiques and luxury designers finding it tough to stay afloat in rough economic times more now than ever, the last thing a store owner or vendor wants to do is spend money traveling across the country to a fashion trade show, a runway presentation or a showroom. That's where **Fashion Edits** comes in.

Created by experienced industry insiders and connected consultants in New York, **Fashion Edits** is an informational fashion industry networking service solely devoted to connecting retailers with vendors in real time, across the globe.

Targeting both established and emerging boutiques and designers, **Fashion Edits** gives industry professionals the opportunity to make better informed and profitable decisions by linking retail outlets to a comprehensive directory of the finest showrooms, trade show information and industry news. With the garment industry merely a click away, travel time and related expenses are virtually eliminated.

"The one-stop access to fashion labels, showrooms and current trends will make the buying process streamlined and easy," says Michelle Rowe, Director of Sales for Laura Merkin. "Sometimes just locating where to shop a brand can be daunting. Saving time will save money."

Because **Fashion Edits** provides instant access to collections, showrooms and merchandise via virtual showrooms and a comprehensive directory, buyers are able to stock a store from anywhere at any time. Michelle Henley, founder of **FashionEdits.com**, came up with the concept when she realized an increasing need in the industry. "Stores would constantly complain that they couldn't afford to go to all the shows and market events," Henley says. "They felt discouraged and disconnected. This is a way for them to remain in tune with what is happening in the world of fashion."

By networking with **Fashion Edits**, retailers have immediate access to merchandising advice, fashion trends, eco-friendly styles and apparel industry developments, as well as designer inventory and stock for immediate retail purchasing. To access the exclusive benefits offered by **Fashion Edits**, simply visit **FashionEdits.com** and register your store or showroom.

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